

**A STUDY ON CUSTOMER EXPECTATIONS TOWARDS
SERVICE QUALITY OF HOMESTAY IN KOTA KINABALU,
SABAH**

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TABLE OF CONTENT

CONTENTS	PAGE
Acknowledgement.....	i
List of Tables.....	vi
List of Figures.....	ix
Executive Summary.....	xi

CHAPTER ONE : INTRODUCTION

1.0 Introduction.....	2
1.1 Background of the Study.....	4
1.2 Problem Statement.....	7
1.3 Research Questions.....	9
1.4 Research Objectives.....	9
1.5 Scope of the Study.....	9
1.6 Significance of Study.....	10
1.7 Limitations of the Study.....	11
1.8 Definitions of key Terms.....	12

CHAPTER TWO : RESEARCH FOUNDATIONS

2.0 The Concept of Homestay.....	15
2.1 Characteristics of Sabah Homestay.....	17
2.2 Literature Review.....	19
2.2.1 Introduction.....	19
2.2.2 Customer Expectation.....	19
2.2.3 Service Quality.....	19

Table 1.0.1 Key Tourism Indicator.....	3
Table 1.1.1 Homestays Arrivals and Revenue (As at 31 st December 2012).....	5
Table 1.1.2 Top Annual Festivals or Events in Sabah.....	6
Table 3.5.1 Cronbach Alpha for Tourist perception towards homestay businesses in Sabah....	32
Table 4.1.1 Category.....	35
Table 4.1.2 Gender.....	36
Table 4.1.3 Race.....	37
Table 4.1.4 Nationality.....	38
Table 4.1.5 Age.....	39
Table 4.1.6 Martial Status.....	40
Table 4.1.7 Region.....	41
Table 4.1.8 Purpose of Visit.....	42
Table 4.1.9 Money Spend.....	43
Table 4.1.10 With Whom Do You Visit.....	44
Table 4.1.11 Operator of this homestay has good leadership Skills.....	45
Table 4.1.12 This Homestay Provides Services as Promise.....	46
Table 4.1.13 Special Attention Given By Staff to Know Each of Their Guest.....	47
Table 4.1.14 Speedy Check In and Check Out Process.....	48
Table 4.1.15 Neat and Professional Appearance of Their Staff.....	49
Table 4.1.16 This Homestay has Convenient Operating Hour.....	50
Table 4.1.17 The Staffs at This Homestay are Friendly and Courteous.....	51

LIST OF FIGURES

PAGE

Figure 2.4.1 Theoretical Framework.....	24
Figure 4.1.1 Category.....	35
Figure 4.1.2 Gender.....	36
Figure 4.1.3 Race.....	37
Figure 4.1.4 Nationality.....	38
Figure 4.1.5 Age.....	39
Figure 4.1.6 Martial Status.....	40
Figure 4.1.7 Region.....	41
Figure 4.1.8 Purpose of Visit.....	42
Figure 4.1.9 Money Spend.....	43
Figure 4.1.10 With Whom Do You Visit.....	44
Figure 4.1.11 Operator of this homestay has good leadership Skills.....	45
Figure 4.1.12 This Homestay Provides Services as Promise.....	46
Figure 4.1.13 Special Attention Given By Staff to Know Each of Their Guest.....	47
Figure 4.1.14 Speedy Check In and Check Out Process.....	48
Figure 4.1.15 Neat and Professional Appearance of Their Staff.....	49
Figure 4.1.16 This Homestay has Convenient Operating Hour.....	50
Figure 4.1.17 The Staffs at This Homestay are Friendly and Courteous.....	51
Figure 4.1.18 The strategic location of this homestay allows me to access the service easily...52	
Figure 4.1.19 The equipment, furniture and fittings are modern looking.....	53

EXECUTIVE SUMMARY

This study examined "CUSTOMER EXPECTATIONS OF SERVICE QUALITY TOWARDS HOMESTAY IN KOTA KINABALU, SABAH". The tourism sector has been an important contribution to the national economy. Within the tourism industry, Sabah tourism product such as the homestays programmer was seen as having great potential. Homestays at Sabah offers the opportunity for tourists to stay with their local community or host and most important thing being able to experience the local lifestyle and local culture of the community. Sabah was the second largest state in Malaysia. It lies on the island of Borneo bordering with the northern state of Sarawak, the Sultanate of Brunei and the Indonesian provinces of Kalimantan. It was home to 27 ethnic groups, each with its own distanced language, culture and lifestyle. Sabah also known as the "Land Below The Wind" had all the elements required to become Malaysia's next desirable destination, from natural beauty, history, heritage, festivals to modern city living and luxury. Indeed, it had become a potpourri of experiences appreciated by travelers from all over the world.

In Sabah, there were many 'kampung' or villages that were successfully engaged in homestay programmers. This research needs for particular in Sabah homestays because there were limited research on Sabah's homestays among the operators and tourist. The main purpose of this research was to know the critical success factors for homestays in Sabah such as service quality, infrastructure, food tourism, product and promotion. Additionally, the researcher wants to develop profile of homestays in Sarawak and to determine the tourist perception towards homestay business in Sabah. Lastly, it also looks at the potential and the roles of homestays in the alternative tourism contact and in the Sabah tourism scenario.